



Position Description: Development and Communications Manager

<https://www.rainbowcc.org/>

Reports To: Executive Director

Work Status: Full Time (1 FTE)

Salary Range: \$65,000 - \$70,000 firm

Department: Administration

Location of Work: Virtual with a return to a physical setting TBD

Additionally, East, Central, and West Contra Costa County

Current center address:

2118 Willow Pass Road, Suite 500,

Concord, CA 94520

Payroll Type: Exempt

Supervisory: None presently - Union Position with forthcoming contract through Teamsters 856

Initiated/Updated: January 28, 2022

Regular Hours: 40 hours per week

Schedule: Monday to Friday; flexible hours
Occasional travel, evenings and weekends required.

Schedule may be subject to negotiation.

Position Available: February 7, 2022

ORGANIZATIONAL HISTORY

The Rainbow Community Center of Contra Costa County (Rainbow) was founded in 1995 to serve the well-being of the LGBTQI+ Community in Contra Costa County. Founders wanted to develop programs to reduce isolation of LGBTQI+ people and provide a space for community development. Rainbow continues to provide a safe and welcoming place building community among LGBTQI+ persons and our allies through social programs, support groups, clinical services, training, special events, and emergency programs.

MISSION

Rainbow builds community, equity, and well-being among Lesbian, Gay, Bisexual, Transgender, Queer, Questioning and Intersex (LGBTQI+) people & our allies.

VISION

Rainbow envisions a society that advocates for and celebrates gender and sexual diversity, racial justice, safety, and liberation for all through healing centered engagement.

Rainbow builds community, equity, and well-being among Lesbian, Gay, Bisexual, Transgender, Queer, Questioning and Intersex (LGBTQI+) people & our allies through social opportunities, health & wellness services, and awareness programs.

Rainbow transcends its vision from inclusive to expansive*, as we will be able to represent by centering and reaching a wider scope of Marginalized LGBTQI+ and Intersectional Identities more effectively.

Historically Marginalized and Intersectional LGBTQI+ Identities encompass:

- Transgender and Gender Non-conforming
- Black, Indigenous and People of Color
- Women
- Neurodiversity & Mental Health Abilities
- Physical Abilities
- Body Diversity
- HIV Status
- Elders
- Youth
- Immigrants
- Interfaith
- Familial Composition
- Class/Socioeconomic Status

**'inclusive' with its implied power differential, whereas 'expansive' refers to centering power with marginalized people*

VALUES

Authenticity. We are legitimate and true, able to express hope, pride, joy, love, compassion, and support with one another and ourselves.

Bravery. We cultivate emotional strength building spaces for ourselves and one another that inform and redefine safety.

Education. We teach in welcoming, dynamic, fluid, open-hearted, and impactful ways demonstrating we are always learning.

Healing. We believe in holistic, restorative, and transformational approaches and processes.

Liberation. We are committed to racial and economic justice through the work of solidarity, positive representation, equity, and advocacy, to achieve freedom of limits.

ORGANIZATION CULTURE

Our services are based upon a three-tier model of interventions that are designed to reduce isolation, identify individuals in need of direct support, and increase resiliency of our community members – all while building skills needed to cope with the impact of living in a heteronormative and often rejecting dominant culture. Our work is also grounded within a vision of creating a society that embraces acceptance for people of all sexual orientations and gender identities and expressions.

We are dedicated to the development of Rainbow as a learning organization where board, staff, volunteers, and those we serve can join in co-creation of a culture that truly demonstrates the expression of our mission to build community and promote well-being. We are committed to learning together, sharing our knowledge, empowering each other, and creating an organization that supports the development of compassionate, reflective, talented, innovative, and dedicated employees, interns, and volunteers.

POSITION SUMMARY

The Development and Communications Manager (DCM) will create, manage, and facilitate the development of Rainbow's fundraising efforts including outreach, marketing, administration, and events. This position coordinates with staff, Board, and community members for strategic public facing communications. This position works collaboratively with the Executive Director (ED) and Development Committee. This DCM also leads and manages Communications projects related to fundraising including Rainbow's website, social media presence, eBlast communications, and relationships. The next DCM will continue to build the department process and procedures where there is a lot of room for growth.

ESSENTIAL FUNCTIONS

- Fundraising/Development
- Communications
- Events

FUNDRAISING/DEVELOPMENT 60%

- **System Documentation**
 - Create, build, and iterate systems ongoing to increase data import/export efficiency for maintaining and stewarding efforts supporting organizational strategy and growth including:
 - Internal
 - Providing development platform guidance & "how to"
 - Defining Board of Directors development training & strategy
 - Grants and contracts management
 - Import wizard, mail merging, fields definition & management
 - Assess & maintain alignment integrations
 - Donation campaign creation across platforms including staff led
 - External
 - Donor acknowledgement process
 - Community member lead fundraising: peer to peer
 - In kind management
- **Systems**
 - Develop department budget with ED and manage related accounts
 - Maintain CRM, software, and platform account payments and login credentials
 - Process cash and in-kind gifts from various income streams and produce acknowledgement communication
 - Prospect and manage specific foundation grants, gifts, budgets, and reports with identified staff to ensure compliance
 - Maintain agency donor database in Little Green Light and Constant Contact's CRM database
- **Relationships**
 - Build, cultivate and maintain relationships with major top donors to stabilize and increase donations in addition to current and prospective donors and partners
 - Co-Chair Development Committee and ensure on track with goals
 - Create development reports for BOD, Development Committee, Finance department as needed

- Co-develop and maintain, with Development Committee, key partner relationships with donor, foundations, and partners
 - Support and motivate Board and Community Members who host donor cultivation events when building donor networks and donor base, including house parties, salon dinners, “pop ups”.
 - Assist Rainbow board members in developing and achieving their Give/Get individual donor plans
 - Establish and grow a major gifts program including identification, cultivation and solicitation of major donors Including, working with ED with donor cultivation and moves management
 - Connect volunteers with respective program identified volunteer coordinators and work with organization’s Volunteer Coordinator on tracking hours and efforts
 - Determine, harness, interpret, leverage and share data points
- **Creative Planning**
 - Create multi-year fundraising plan
 - Develop and oversee consistent, vibrant, donor engagement strategies across multiple platforms
 - Initiate and steward online campaigns, including Facebook, Give OUT Day, #GivingTuesday
 - Manage and coordinate the End of Year direct mail and digital campaigns

COMMUNICATIONS 30%

- **System Documentation.** Create, build, and iterate systems ongoing to increase data import/export efficiency for maintaining and stewarding efforts supporting organizational strategy and growth including:
 - Internal
 - Providing communications platform guidance & “how to”
 - Determine data points and create reporting guidance
 - Create Process for Editorial Calendars for: social media, eBlasts (program and development).
 - Create guidance around archiving multi-media
 - External
 - Ways to Support Rainbow (identifying and creating for all audiences)
- **Systems**
 - Create systems for streamlining efforts and to support organizational growth.
 - Maintain communication with the public about general RCC programs and events across multiple platforms
- **Relationships**
 - Liaise with media (press) in conjunction with ED
 - Manage related vendors and consultants
- **Creative & Design Planning**
 - Manage & Submit press releases
 - Graphic and layout design for department related projects including annual Pride and Impact Statements
 - Develop and distribute bi-annual Impact Summary
 - Manage Rainbow’s online and print materials
 - Manage and execute Communications and Marketing Strategies
 - Manage and update website
 - Create social media plan informed by development plan
 - Create process and distribution of monthly development eBlast
 - Elevate Rainbow’s storytelling

EVENTS 10%

- **Pride**
 - Manage and support production and administration for Virtual and In-Person Pride including budget, partners, sponsors, silent auction, and marketing plan
 - Initiate and co lead main Pride Planning Committee along with Identifying additional committees needed
- **Other Events**
 - Define and establish strategy screen for considering and adopting events
 - Fundraising plan support community, staff, and board led annual events
 - including Thanksgiving event and Winter Holiday event
- **Promotion**
 - Plan and implement outreach and marketing efforts and events as needed
 - Assess and adapt production and use of tangible and virtual promotional materials ongoing

SKILLS, ABILITIES AND EXPERIENCE

- At least 3 years of experience with community engagement, public relations, marketing, donor development communications, or other transferable experience
- Ideally 2 years of experience with program planning, implementation, and evaluation
- At least 1 year of supervision and/or management experience

- Experience with event management (from 10 to 500 people)
- Knowledge of San Francisco Bay Area and the LGBTQI+ community in Contra Costa County
- Tech platform working fluency:
 - Google Workplace applications including Gmail, Calendar, Docs, Sheets, Forms, Slides and Drive
 - Microsoft Office including Word, PowerPoint, Excel (intermediate Excel skills needed)
 - CRM databases including Constant Contact, MailChimp, Little Green Light, Network for Good, and Salesforce
 - Adobe Creative Cloud applications including Photoshop, Illustrator, and InDesign
 - Knowledge with using Teams in Canva Pro and light video editing
 - WIX and social media platforms including Facebook, Instagram, Twitter, LinkedIn, YouTube, TikTok
 - Zoom video conferencing and event management platforms (Eventbrite) are required.
- **Commitment, fluency, and working knowledge of key program, development, and management approaches:**
 1. **ACEs Aware:** <https://www.acesaware.org/ace-fundamentals/>
 2. **Asset & Strength-based Practice** <https://positivepsychology.com/strengths-based-interventions/>
 3. **Cultural Humility:** <https://hogg.utexas.edu/3-things-to-know-cultural-humility>
 4. **Depth of Knowledge & Bloom's Taxonomy** <https://www.synergiseducation.com/blooms-taxonomy-and-webbs-depth-of-knowledge/>
 5. **Embracement of LGBTQI+ Cultures** (SOGIE Handbook as one reference example) https://www.health.ny.gov/prevention/sexual_violence/docs/sogie_handbook.pdf
 6. **Emergent Strategy** <https://fortelabs.co/blog/emergent-strategy-organizing-for-social-justice/>
 7. **Expansive Practices** (pp 25-33) https://www.health.ny.gov/prevention/sexual_violence/docs/sogie_handbook.pdf
 8. **Growth Mindset** <https://www.mindsetworks.com/science/>
 9. **Human Centered Design Process** <https://www.usertesting.com/blog/how-ideo-uses-customer-insights-to-design-innovative-products-users-love>
 10. **Positive Youth Development (PYD) Framework** (universal application though focused on youth) <https://www.youthpower.org/positive-youth-development-pyd-framework>
 11. **Restorative Practice** (partnered with Collective Healing and Transformation - CHAT) http://64.166.146.245/docs/2021/MXCAB/20210717_1852/46141_The%20CHAT%20Project_Measure%20X_FINAL_7-2-21.pdf
 12. **Search Institute's Developmental Assets Framework** (universal assets though focused on youth) <https://www.search-institute.org/our-research/development-assets/developmental-assets-framework/>
 13. **Social and Emotional Learning (SEL)** <https://www.instituteforsel.net/approach>
 14. **Trauma-Informed & Healing Centered Approach** https://www.cdc.gov/cpr/infographics/6_principles_trauma_info.htm
- Excellent public speaking skills
- Excellent conflict mediation skills
- Effective and kind interpersonal, verbal, and written communications skills
- Able to work collaboratively as part of a team
- Able to handle multiple tasks simultaneously with strong organizational skills and attention to detail
- Excellent customer focus
- Experience managing large volumes of digital media
- Ability to manage various projects and teams
- Graphic/layout skills
- Ability to research, manage, and diversify funding opportunities
- Ability to create/adhere to related department budgets
- Strong organizational skills and follow through
- Detail-oriented with the ability to balance areas of work and prioritize
- Able to handle multiple tasks simultaneously with strong organizational skills and attention to detail
- Commitment to cultural humility and work through a lens of social justice
- Enthusiasm and pride in work
- Mature attitude, humility, and a sense of humor

EDUCATIONAL REQUIREMENTS & LICENSES

Any combination of education and experience that would provide the necessary knowledge and abilities listed, typically:

- BA/BS degree in Communications, Journalism, or related field.
- 3-5 years of experience in Communications, Marketing, Development, or related fields.
- Capable of passing a felony background check
- Possess and maintain a valid, non-restricted California Driver's License

DISCLAIMER

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to represent an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All

personnel may be required to perform duties outside of their normal responsibilities from time to time as needed.

HOW TO APPLY

To be considered for this position, please submit a cover letter, resume and three professional references (a past or present supervisee, supervisor, and client served in your work) to Kiku Johnson, Executive Director at kikujohnson@rainbowcc.org with the subject line: “**Development and Communications Manager**”. Please, no phone calls. Only applicants meeting all the minimum qualifications may be invited for a virtual interview.

EQUAL OPPORTUNITY

Rainbow provides equal employment opportunities to all employees and applicants for employment without regard to race, religion, color, sex, sex stereotype, gender identity, gender expression, transgender identity (including whether or not you are transitioning or have transitioned), sexual orientation, national origin, ancestry, physical or mental ability, medical condition, genetic information or characteristics, marital status, domestic partner status, age, military or veteran status and any other basis protected by federal, state or local law, ordinance or regulation.

Rainbow is committed to compliance with all applicable laws providing equal employment opportunities. This commitment applies to all persons involved in organization operations and prohibits unlawful discrimination by any employee of the organization, including supervisors and coworkers.

*Rainbow believes that one of the significant areas our values are established and communicated are within our hiring practices. We look to elevate and create opportunities for the most marginalized people in our society — namely Black Indigenous People of Color (BIPOC), POC, LGBTQI+ people, and all women. We believe that these communities must be centered in the work we do. Hence, **we strongly encourage applications from people with these identities or who are members of intersectional, marginalized communities.** This is one expression and enactment as to how we transcend our lens from inclusive to expansive.*